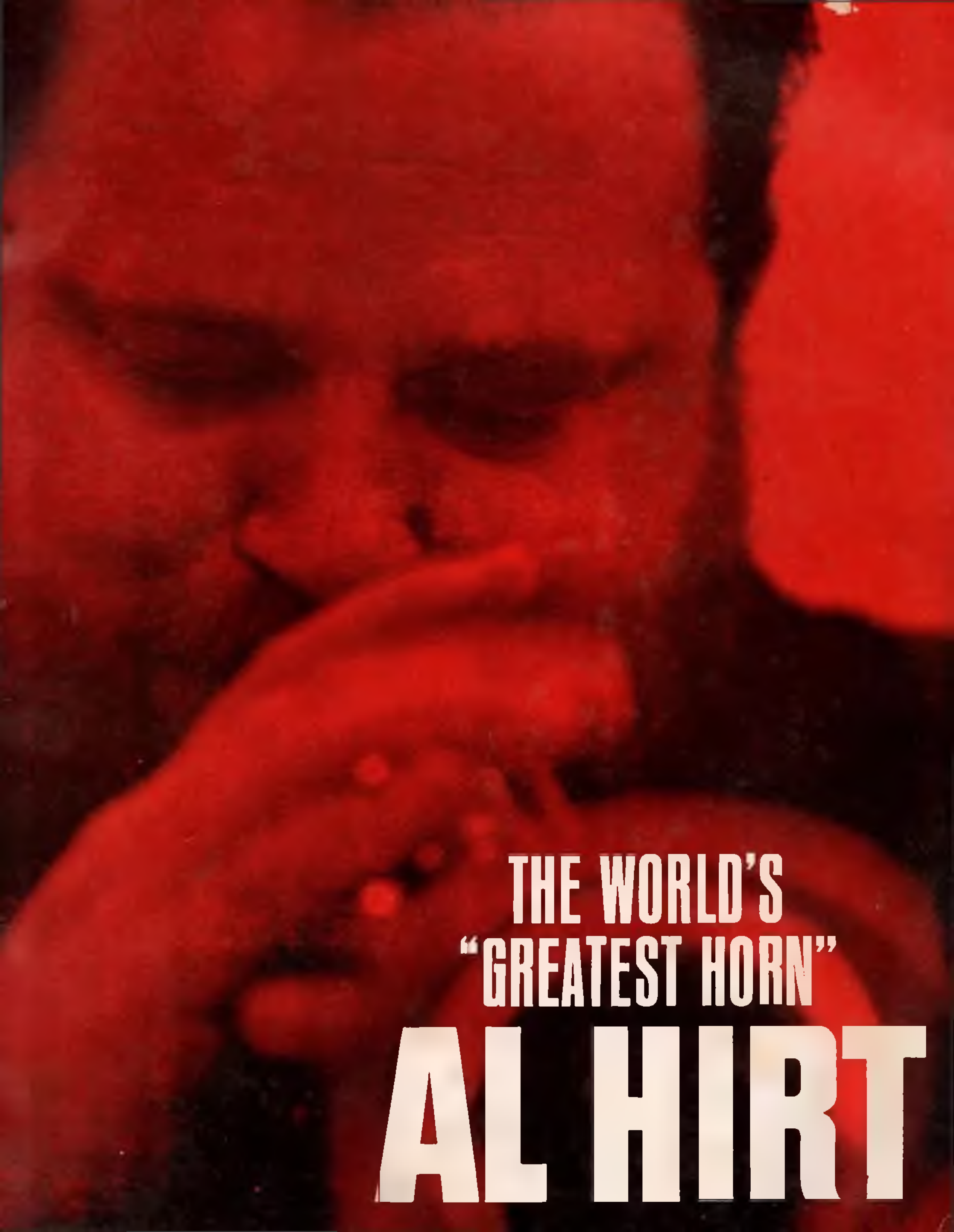




THE WORLD'S
"GREATEST HORN"

AL HIRT



YOU'VE GOT TO HAVE HIRT!

Two albums especially. One is "Honey In The Horn" and spotlights Al's towering trumpet with beautiful choral backing. The package of sweets includes the hit "Java," "I Can't Get Started" and "I'm Movin' On." The other album is "Cotton Candy," featuring Al and the chorus in a delightful singing-swinging romp on such numbers as "Cotton Candy," "Hello, Dolly!," "Twelfth Street Rag" and many more. For great entertainment, you've got to have a Hirt...or two.



RCA VICTOR

The most trusted name in sound





PRESENTING

AL HIRT

A detailed illustration of a trumpet, positioned vertically and centered over the large letters 'AL HIRT'. The trumpet is shown in profile, facing right, with its bell at the bottom and its valves and tubing visible. The illustration is in a high-contrast, almost woodcut style.

PERSONAL MANAGEMENT
GERARD W. PURCELL



AL HIRT...

AMERICA'S GREATEST TRUMPET SHOWMAN

When big (he weighs 285 lbs.), bearded, jovial, exciting Al Hirt — a solid showman to his fingertips — brings his bewitching trumpet into play, on TV, in a night club or at a mammoth concert, there's no doubt that here is the greatest exponent of jazz and the finest trumpet man of this generation.

Famous musicians — André Kostelanetz, Tommy Dorsey, Ray McKinley, Horace Heidt, and many others — have travelled from many parts of the country to thrill to Al Hirt's Trumpet magic. They named him "virtuoso of the trumpet" and gave out with extravagant praise of a musician who has, during the past 15 years, remained in New Orleans chiefly because he's been content to stay at home with his lovely wife, Mary, and their eight children.

But on the occasions that Hirt has accepted other dates, he's made the town go wild about what he does to and with music — and what he does as a showman on the bandstand. The Pied Piper had nothing over genial, compelling Al Hirt.

In Chicago, night life and motion picture critic, Sam Lesner, wrote: "Hirt is acknowledged by many experts to be the greatest trumpeter of our day. His trumpet sang out again and again with beauty and power rarely heard on the night life scene where noise and claptrap showmanship pass for musicianship . . . His solo trumpeting in "What's New?," "Night and Day," "Jungle Town" and "Can't We Be Friends," were stunning expositions of a trumpet technique that must be classed as virtuosity . . . Hirt's young men also took solo turns that indicated the individual brilliance of the master's youthful musical disciples."

Playing at Chicago's Palmer House Empire Room, home of the great stars, Hirt fascinated the audiences night after night.

Bentley Stegner, night life critic, said of his Palmer House engagement: "The singing, screaming, flaming trumpet of Al Hirt, who blows his horn with exuberance, imagination and lovely tone, revives the spirit and excitement of the Empire Room."

Variety, the show business magazine, reported: "This New Orleans-based crew generates a sound that for excitement and ingenuity touches possibly a new standard. Their two-beating has a latitude and dimension that explodes with a compelling creativity every note of the way. And from start to finish, the Hirt crew had the customers in a tumult that veteran room staffers claim was unsurpassed."

Al Hirt gives Louella Parsons, one of Al's staunchest fans, a lesson on tooting the trumpet, during a recent New York party in Al's honor. Obviously enjoying the sound of Louella's horn is beautiful Monique van Vooren, motion picture and singing star, who initially focused attention on Al Hirt.





"Hirt plays everything from Dixieland to swing to 'cool' jazz with skilled aplomb and was so successful at the Dunes Hotel that talent scouts from other places descended on Las Vegas like coins pouring out of a one-arm bandit."

BIG MAN WITH BIG FAMILY GRATEFUL FOR HIS SUCCESS

"You know, folks, that all the proceeds from this performance are going to support a needy family — mine," quips Al Hirt after a show.

While they are not really needy now, there was a time not so many years ago that the Al Hirt family of New Orleans did not have it quite "so good" and the genial virtuoso of the trumpet, now 41 years old, is the first one to say that he is "mighty grateful" for the success that has come his way.

Al is the proud father of eight children, Mary Lee (20), Gretchen (18), Rebecca (14), Bridgid (13), Rachael (11), Stephen (9), Jennifer (7), Jefferson Davis (5). He and his very attractive blond wife Mary live with their clan (now 7 with Mary Lee's recent marriage) on the pleasant shores of Lake Pontchartrain in New Orleans—and that's where he likes to stay. Al doesn't like to accept many 'round the country tours, but when he does, he takes as many of his family along as possible.

Of all the Hirt children, only Stephen seems to have taken to the trumpet. Al adds his children are well-behaved and "mama makes 'em mind." His aim in life is do the best he can for his children and see that each has a good education.

Al, the high-spirited son of a New Orleans policeman began his career as a classical trumpeter and only turned to jazz for pin money.

Al's parents greatly encouraged their son's love of music. While in high school in New Orleans, young Al played with the school band and orchestra, and then won a scholarship to the Cincinnati Conservatory of Music. He studied classical trumpet and his dream was to be the lead man in the section of a symphony orchestra.

But, as Al states, there weren't many chairs open in symphony orchestras and he had to find another way of making a living. Al's training at the

Cincinnati Conservatory, gained him the background which permits him to go from the atmosphere of his own club in New Orleans to the concert stage with the New Orleans Symphony — and get an amazing reception at both levels.

After the Cincinnati Conservatory of Music, Hirt entered military service, served for four years, and on his return joined the Tommy and Jimmy Dorsey bands, Ray McKinley (with whom he toured Europe for one year), and Horace Heidt.

Then he settled down in New Orleans, where jazz had reached immortal heights — married and set out to raise eight children.

"My kids, my wife and my parents are my greatest audience, bar none," Al laughs. "A night

around the Hirt home, any night, any time, is like a storm but there's plenty of singing and horn-blowing, right up till bedtime."

Besides music, Al loves sports, chiefly baseball and fishing. Although his eight children include six girls, this doesn't stop everybody from joining in. With his wife, Mary, that adds up to ten, and includes even an extra short centerfielder.

The Great Trumpeter grew his beard about seven years ago for a Mardi Gras and it has become one of his trademarks. Behind the thick dark beard is an attractive face with an engaging smile and twinkling eyes. But perhaps the finest part of this great entertainer is that he is humble, gracious and accommodating — traits that have not changed with success.

Proud Al is shown standing beside his lovely wife, Mary, surrounded by seven of their eight children. Reading clockwise, their children are: Jennifer, Bridgid, Gretchen, Rebecca, Stephen, Jefferson Davis, Rachael.





Al Hirt guests a Perry Como TV special down in old New Orleans, and during rehearsals, everyone tries to get into the act. The relaxed quintet shown here are Frank Gallup, Mickey Rooney, Perry Como, Ray Charles and Al, the King himself.



Singer Frankie Laine and lovely Monique Van Vooren get special hornblowing instructions from the master himself.

Metropolitan Opera singing star Roberta Peters and the great trumpeter on a recent Ed Sullivan television show.





The beautiful singer-dancer Cyd Charisse and husband, popular singing star Tony Martin, enjoy a chat with Al Hirt.



Al Hirt is flanked by famous motion picture and television producer David Susskind, left, and young singing idol Robert Goulet, at a recent cocktail party in Al's honor.

Al Hirt, who knows the temper of a crowd of music enthusiasts — ranges the whole field of jazz, and refuses to be trapped into beating one style to death. He's too adept a showman for that, and every piece stands on its own (like a gem in the window of Tiffany's) depending on the mood of Hirt and his backers.

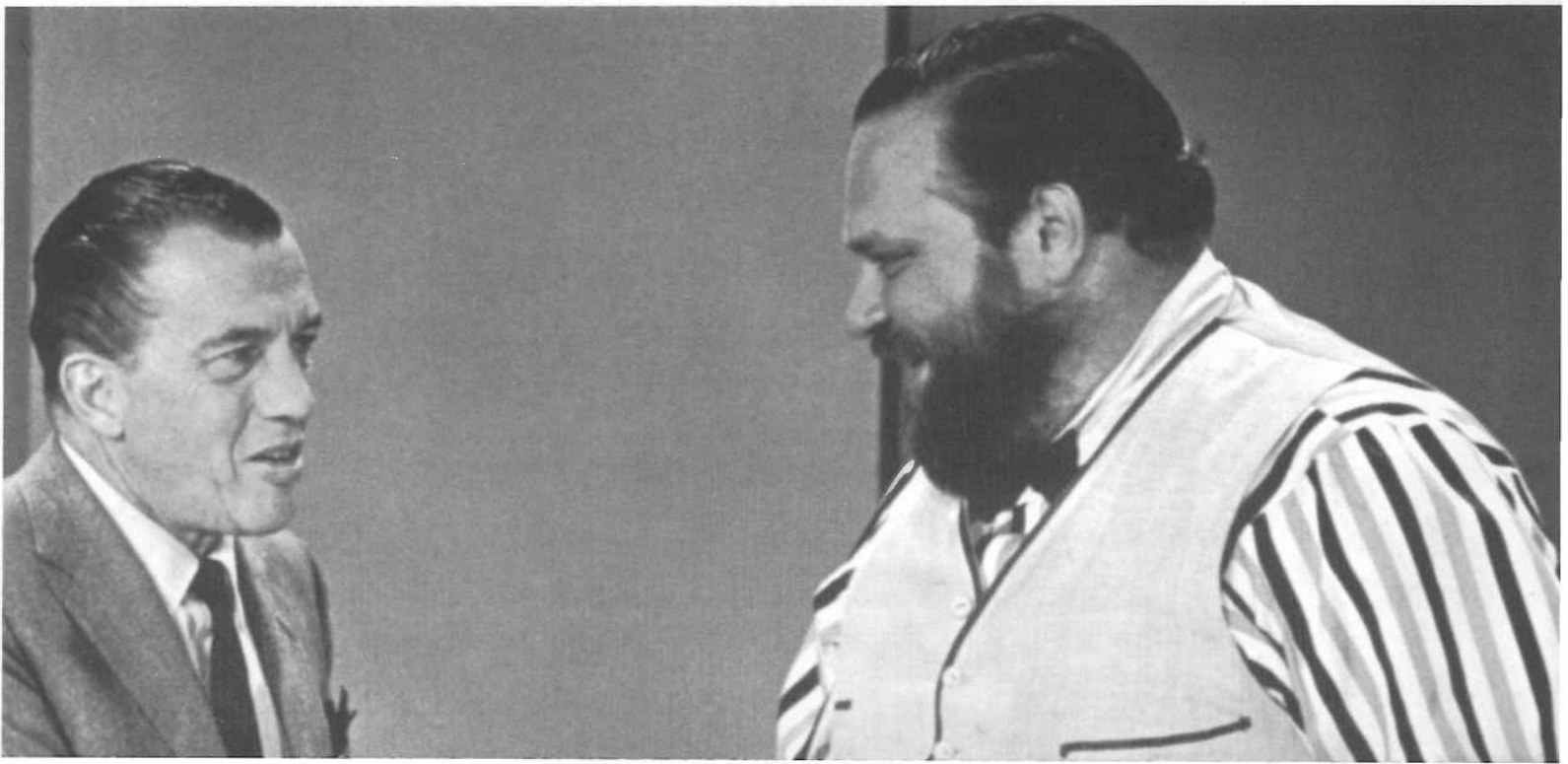
He can climb from the dulcet, caressing tones of a poignant ballad — where you can hear a pin fall in the room — to the screaming and flaming trumpet solos that break like an atomic blast. When his audience has heard Hirt, they've had it; and the news races around town. That's why he plays to crowds everywhere!

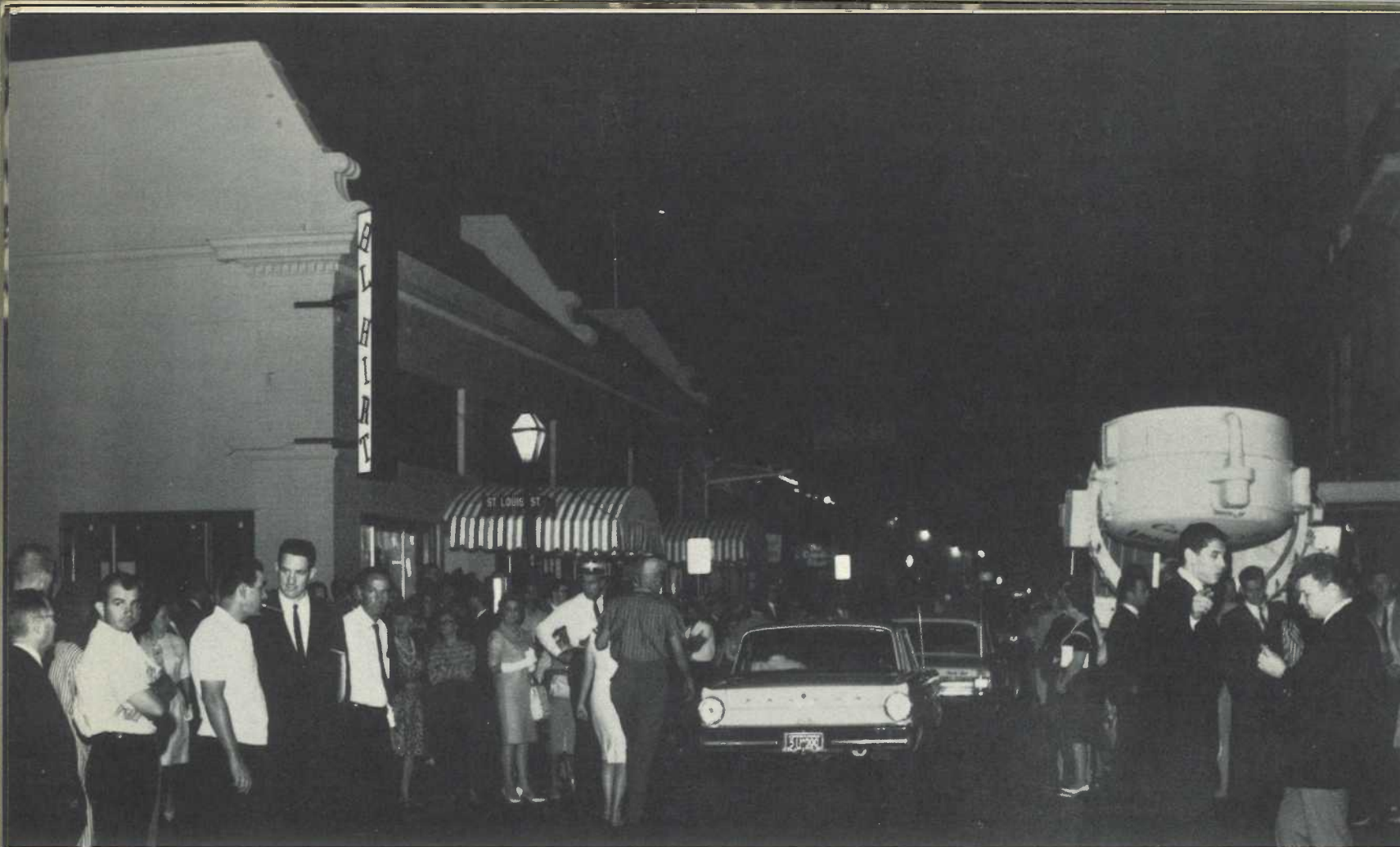
Al — who finds a joke in almost everything — says: Don't hurry, folks. There's lots of me to go around, and in due time, we'll get around to all of you. But if you're in a real awful hurry, why not come on down to New Orleans and we'll play up a storm. I've got this ol' trumpet here, and it'll help".



Trumpeter Hirt confers with Andy Griffith and host Andy Williams at their recent appearance on latter's TV show.

Host Ed Sullivan gives the jazz trumpeter a warm greeting following performance on the Sullivan show.





Opening night at "Al Hirt" . . . all are out to watch celebrities entering the club.

Looks like the photographer did a double-take when he saw the Grecian Goddesses. Who can blame him?



One eye on the show, another on a Grecian Goddess, "Al Hirt's" bedazzling waitresses . . . elegantly garbed in white and gold grecian gowns, all wear identical blond upsweep coiffures. The pretty pictured here is serving a "Java Cocktail" a specialty of the house made with 7 mysterious ingredients.



The "King" himself, performs with the able assistance of his group: Clarinetist Pee Wee Spitelera, Gerry Hirt — Al's brother on the trombone, Lowell Miller presiding over the bass violin, Fred Crane on the piano, and Jimmy Zitano on the drums.

THE "KING" AL HIRT HOLDING COURT

Al Hirt should put 1964 down, as the year that was. It saw him realize more success than any one person should fall heir to: Super-stardom in records, on TV, in concerts and clubs.

So many dreams have materialized for the bearded Southern Boy-with-Trumpet. One of his most cherished, has been to open his own club. And, this became a reality with the opening of Al's new club . . . on Bourbon Street, New Orleans, Hirt's 'Street of Dreams', it's called simply — "Al Hirt".

Opened May 14, 1964, amidst gala fanfare, the new Bourbon St. Bistro is built upon the site of the original "Dan's Pier 600", where Al played so many years as house musician. Big, like the Big Man, the club features Jazz-in-the-Round: a circular bandstand set in the center of the room, revolves as spots play on the soloists, following them as the stand revolves at a very slow pace. RCA Victor custom designed a stereo sound system in the club, which is built completely around

sight and sound, a perfect showcase for music, Al Hirt style.

Lovely waitresses, Grecian Goddesses, serve up lush, frothy delights such as "Java Cocktail" and "King Cotton Candy Cocktail". . . significantly Al's recent award-winning RCA Victor records are "Java" and "Cotton Candy." Original paintings of Jazz scenes line the walls. "No portraits, please" says Hirt, "I want some swinging stuff."

Located at 501 Bourbon Street in the heart of the Crescent City's French Quarter, the club is open 6 days a week, "never on Sundays", from 7:30 pm to 5:30 am. There are two shows per evening (9:30 and 11:30) with a bonus show on Saturday 1:00 pm. "Al Hirt's" has become the new fun place, the biggest after-hour entertainment spot in New Orleans.

Asked of Al, what he planned next, he replied: "More of the same." Great Al, we're all waiting for just that!



The house is packed, as Al Hirt, Arthur Fiedler and the Boston Pops play at a concert at Symphony Hall in Boston.

"POPS GOES THE TRUMPET"

Al's hot horn goes long hair for his new RCA Victor recording with the Boston Pops, Arthur Fiedler conducting. Here, Al and Arthur Fiedler are shown during the recording session for their current album "Pops goes the trumpet."

Jovial trumpeter keeps 'em laughing during session-break.



Attaboy Al





Al and Arthur Fiedler go over the musical score.



Now let's begin



Hirt and Fiedler go over final preparations before the concert.



Listening to the playback. Arthur Fiedler: Al, you were great! Al: Aw shucks —



Gil Faggen, Radio-TV editor of Billboard Magazine, presents to Al the Billboard award for "Favorite Jazz Solo Instrumentalist" among college students. Al Hirt also won Billboard Magazine's 1964 Disc Jockey Poll in categories of: (a) most promising solo instrumentalist (b) most played solo instrumentalist (c) favorite solo instrumentalist.



Luscious Ann-Margret and Al Hirt listen to a playback of "Beauty and the Beard," their first RCA Victor album, together. The album marked the singing debut of Hirt, who, heretofore, has let his fabulous horn speak for him.

In the foreground, Susan Pleshette and Troy Donahue romance in time to Al Hirt's scintillating rhythms in a scene from the recent Warner Brothers motion picture, "Lovers Must Learn." It was in this picture that Al made his acting debut, and won many new fans and raves from Warner Brothers officials.





Pictured at the sixth annual NARAS awards banquet, which awarded grammys for "best" records of the year. Proud Al Hirt cuddles his grammy, glowing with happiness, just received for his recording of "Java."



Al Hirt receiving Gold Record Album signifying \$1,000,000 in sales of his RCA Victor album, "Honey in the Horn." Making the presentation is Steve Sholes, RCA Victor's division V.P. of popular artists and repertoire.

'64 WAS A BIG YEAR FOR THE BIG MAN

What's the latest word in pop music?

HIRT — that's the latest!

What happens when you take a quality jazz musician and outfit his music with the new Nashville sound? If you were smart — and lucky — you might get something that sounded like "Java"... which is what RCA Victor did, and got — a record that sold over one million copies. And trumpeter Al Hirt parlayed his brilliant instrumental into an album titled "Honey in the Horn", another million record seller, the first Gold Record Album for the veteran jazzman in over two decades of virtuoso horn blowing.

At a time when the Beatles were overrunning the country, Al's "Java" and "Honey in the Horn" were battling the Beatles for topspot in the music business.

"It's really a laugh" says the beard. "Al Hirt battling the Beatles! You know, I used to be an insecticide salesman before my trumpet started supporting me?"

But that's not all!!!

Hollywood has their Oscars. Television has their

Emmys. And the music industry has their grammy. The most coveted and important award in the music business, the grammy is an achievement award given annually to outstanding performers, by NARAS, the National Academy of Recording Arts and Sciences. The winning Decision is arrived at by all the members of the music industry and by culling "top selling" record charts.

At this year's award banquet spectacular, held in New York City, May 12, 1964, Al Hirt was awarded a grammy for "BEST PERFORMACE BY AN INSTRUMENTALIST FOR HIS RECORD JAVA". In addition, the jovial beard from New Orleans, was also nominated in four other categories by NARAS.

As the toastmaster at the NARAS AWARDS dinner said, "Al Hirt, you're the King".

"AL HIRT is one of the most exciting personalities of our time."

Louella Parsons



Dinah Shore joins with her guests, crooner Bing Crosby and trumpetman Al Hirt, in teaming their musical talents on her television show. According to dazzling blonde star Dinah, "Al plays the greatest horn since Gabriel!"

WHAT THE CRITICS SAY ABOUT AL HIRT...

"Al Hirt is a one-man trumpet section."

EARL WILSON, *New York Post*

"Al Hirt and his Boys have melody just oozing from their instruments to caress the ears."

LOUIS SOBEL, *New York Journal-American*

"This is the most exciting jazz sextet I have heard in years and years. Hirt put on an unexcelled exhibition of showmanship and he makes his trumpet talk — even sing. All I can say is — Wow!"

GENE KNIGHT, *New York Journal-American*

"Mr. Hirt would be worth a trip to Basin Street East if he were the only feature on the bill. It is impossible not to cotton to him and his rousing repertory."

ARTHUR GELB, *New York Times*

"Trumpeter Al Hirt is the hottest new instrumental star, a non-square Burl Ives, who lifted the Dinah Shore Show to a level of sparkling, driving cheerfulness seldom encountered in T.V."

JACK O'BRIAN, *New York Journal-American*

"... Came to town, blew his incredible trumpet and conquered Las Vegas."

PAUL PRICE, *Las Vegas Sun*

"... a Rolypoly clown who blows the greatest trumpet in the history of man."

RALPH PEARL, *Las Vegas Sun*

"The greatest Trumpet of 'em all, bar none."

MAXINE MESINGER, *Houston Chronicle*

"Generates a sound that for excitement and ingenuity touches a new standard."

Variety

"... two-beating has a latitude and dimension that explodes with a compelling creativity every note of the way."

Variety

"Show biz history is being made ... Al Hirt shows in his current Riviera outing that he certainly will become one of the legendary figures of the entertainment industry!"

FORREST DUKE, *Las Vegas Review Journal*

"AL HIRT is much more than a brilliant musician. He is a showman, one of the most outstanding stars to appear in an age ... he has found his metier — show rooms, where more can get to enjoy him ... Hirt wows 'em to the standing ovation point!"

MARY RETTIG, *Fabulous Las Vegas Magazine*

RECENT AND PRESENT APPEARANCES OF AL HIRT

PERSONAL APPEARANCES

Riviera Hotel, Las Vegas
Dunes Hotel, Las Vegas
Harrah's Club, Lake Tahoe
Harrah's Club, Reno
Basin Street East, N. Y.

Cloisters, Hollywood
Palmer House, Chicago
Eden Roc Hotel, Miami
Greek Theatre, Los Angeles

TELEVISION

Ed Sullivan Show (10 Times)

Perry Como Show
Bell Telephone Hour
Jack Parr Show
Tonight Show
Andy Williams Show
Jimmy Dean Show
Today Show
Dinah Shore Show (7 times)

NBC Special, "Home for the Holidays"

"The Lively Ones"

MOVIES

"WORLD BY NIGHT," Warner Brothers
"LOVERS MUST LEARN," Warner Brothers

THEATRE

Star of "CARNIVAL"
Starlight Theatre, Kansas City

RECORDINGS

"JAVA"

Million Seller Hit

HONEY IN THE HORN

Gold Record LP

Other Best-Seller Albums

Pops Goes the Trumpet
Cotton Candy
Beauty and the Beard
Our Man in New Orleans
Trumpet and Strings
Al Hirt at the Mardi Gras
The Greatest Horn in the World
Al — He's the King — Hirt
Horn-A-Plenty



FIREBALL! THE HOTTEST HORN IN THE WORLD. AL HIRT'S LEBLANC TRUMPET HELPS UNLEASH A FIREBALL TALENT OF UNPRECEDENTED POWER AND BRILLIANCE. WHETHER THE MOOD IS SUBLIMELY LYRICAL — OR BRASSY AND BITING — AL'S LEBLANC DELIVERS, WITH A FLEXIBILITY AND RANGE THAT IS ALL BUT UNBELIEVABLE IN SO SOLID AND CENTERED A SOUND. FOR THOSE WHO PLAY, TEST THE AL HIRT AUTOGRAPH MODEL AT YOUR LEBLANC DEALER'S. DISCOVER FOR YOURSELF JUST HOW MUCH DEPTH AND DIMENSION THIS FIREBALL PERFORMER CAN ADD TO YOUR ARTISTRY.

Model 707A (Brass Lacquered) \$395 G707A (Gold Plated) \$650

Leblanc



"We make such beautiful music together."



*That's what the world's greatest horn (Al Hirt)
says about the world's most popular piano (Wurlitzer)*

In the man's own words, *"I need a piano that can back me up on jazz, ballads, blues, and classics . . . a piano with depth and brilliance, with solid sound . . . and that's what the Wurlitzer piano gives me."*

This is why Al works only with a Wurlitzer in his group. And—this is why he depends on Wurlitzer pianos to deliver maximum performance with minimum fuss. It all

involves a story of careful selection of materials and precise ways of putting them together.

Happily, the joys of a Wurlitzer are not limited to professionals. In fact, more people play on Wurlitzer pianos than any other.

WURLITZER

DE KALB, ILLINOIS
WORLD'S LARGEST BUILDER
OF PIANOS AND ORGANS

AL HIRT...PROGRAM

COTTON CANDY

JAVA

CORNET CHOP SUEY

BIRTH OF THE BLUES

BEGIN THE BEGUINE

DOWN BY THE RIVERSIDE

SOUTH RAMPART STREET PARADE

NIGHT LIFE

AL'S PLACE

ST. LOUIS BLUES

WOLVERINE BLUES

THE GIRL FROM IPANEMA

PANAMA

WHISKY & BEER

ROUND ABOUT MIDNIGHT

HOLIDAY FOR TRUMPET

BIG MAN

CLOSER WALK WITH THEE

UP ABOVE MY HEAD

TRUMPETER'S PRAYER

WON'T YOU COME HOME BILL BAILEY

HAWAIIAN WEDDING SONG

CREOLE CLARINET

DO YOU KNOW WHAT IT MEANS TO MISS NEW ORLEANS

FEELIN' FRUGGY

WHEN THE SAINTS GO MARCHING IN

WHEN IT'S SLEEPY TIME DOWN SOUTH

LOUISIANA LULLABY

TENDERLY

WALKIN'

YELLOW DOG BLUES

CARNIVAL OF VENICE

I'M ON MY WAY

THE SILENCE (IL SILENZIO)

HEY, SHORT LEGS

ROYAL GARDEN BLUES

TIN ROOF BLUES

AL DI LA

FANCY PANTS

I CAN'T GET STARTED

MUSKRAT RAMBLE

POOR BUTTERFLY

OL' MAN RIVER

MAN WITH A HORN

SEPTEMBER SONG

SUGAR LIPS

MY HOME TOWN

TANSY



Al Hirt and his sextet will perform selections from the above group but not necessarily in the order listed. Al and his boys play ad lib and select numbers at random to the response of the audience.

AL HIRT SEXTET... Personnel

Trumpet AL HIRT
Clarinet JOSEPH "PEE WEE" SPITELERA
Piano WILLIAM NEWKIRK

Organ WAYNE DE VILLIER
Sax MICHAEL OLSHESKI
Drums FREDERICK STAEHLE

AL HIRT records exclusively for *RCA Victor Records*. His Albums are available at this Concert and will be autographed personally by AL HIRT. His RCA Albums include:

THEY'RE PLAYING OUR SONG

THE SOUND OF CHRISTMAS

AL HIRT LIVE AT CARNEGIE HALL

THAT HONEY HORN SOUND

THE BEST OF AL HIRT

POPS GOES THE TRUMPET

SUGAR LIPS

COTTON CANDY

HONEY IN THE HORN

BEAUTY AND THE BEARD

TRUMPET AND STRINGS

AL HIRT AT THE MARDI GRAS

OUR MAN IN NEW ORLEANS

HORN A-PLENTY

AL "HE'S THE KING" HIRT

THE GREATEST HORN IN THE WORLD